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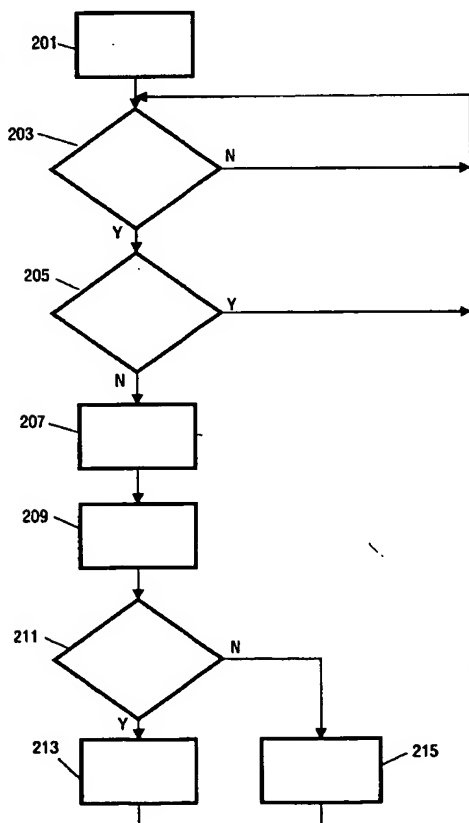
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(54) Title: APPARATUS AND METHOD TO PROVIDE A RECOMMENDATION OF CONTENT



(57) Abstract: The invention relates to a recommender for recommending content to a user. The recommender comprises a recommender processor (111) which performs the steps of determining (201) a user preference profile and determining (205) if a content item interest does not correspond to the user preference profile. If the content item interest does not match the user preference profile, a temporary user preference profile is generated (207) in response to the content item. The recommender processor (111) then tests (209), through a user interface (107) the temporary user preference profile by recommending a plurality of other content items, and determining user preference values for them. If the preference value for the temporary user preference profile is high (211), the user preference profile is updated (213) accordingly. Otherwise, the temporary user preference profile is deleted (215). The update to the user preference profile may be temporary and have a higher update rate, thereby allowing the recommender to track temporary variations of user preferences. The recommender is particularly applicable to a Private Video Recorder (101).

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